

## **Historic, Archive Document**

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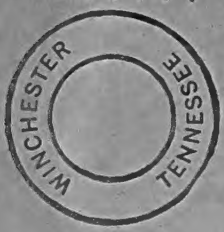
From The  
CENTER OF THE SOUTH  
The **SOUTHERN** **NURSERY** **CO.**  
AND **LANDSCAPE** **INC.**  
Established in 1872

TELEPHONE 2302

2002 Seventh Avenue, Winchester, Tennessee



August 1, 1950



Library, U. S. Department of Agriculture  
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RED LEAF JAPANESE BARBERRY

Berberis Thunbergi Atropurpurea

is a perfectly hardy, beautifully colored, red leaved sport of Japanese Barberry, prized for its foliage the entire season.

The bright red leaves unfold in early spring, become a lustrous bronze-red in summer and a brilliant orange-scarlet in fall. Its white approaches, the vivid red berries appear and decorate the branches until spring.

The low dense growth, which will not exceed 4 feet, makes it very popular for hedges and borders. Its graceful habit and bright color make it attractive whenever an accent is needed. It is immune to rust, transplants easily, bare root, and will grow in almost any soil but prefers a drier location and full sun.



Red Leaf Barberry naturally has an excellent fibrous root system which is still further improved by our method of growing it. The plants you get from us may have been transplanted two or even three times, and as you well know, each transplanting vastly improves the root system. Southern's barberry is started in special beds where it can be given perfect care; the young plants are frequently transplanted to larger beds to give them more room for full development; then to the nursery row for at least one year—sometimes two.

This results in a sturdy plant with a fine root system and strong canes—no spindly yearling quickly run up to a minimum height. The Barberry you get from us may actually be as much as 5 years old.

Large quantities and efficient production permit us to turn all doubtful plants. You can be sure any barberry you get here will be full, heavy, healthy plants—better than standard grading really requires. We don't measure to the last, thin, topmost tips (they may be a foot longer). Only the heavy body of the plant counts.

Southern can offer you barberry at this price, not because it is a cheap plant, but because our volume of production lets us sell you a valuable plant at a low price.

15 to 18 inches..... 25c

24 to 30 inches..... 50c

All Barberry flowering in species with 100%...

ALL GRADING BY AMERICAN ASSOCIATION OF...

DOUBLE FLOWERING PEACHES

A PERFECTLY HARDY PLANT

...to give satisfaction to your customers. Not bothered

by insects or diseases so common to fruiting

peaches. If you have had trouble with other

flowering trees try some of these vigorous

double flowering peaches.

They're really good!

These trees are dormant buds which means that all their growth was made in this past growing season. This assures you of a vigorous, clean, bright barked tree which will catch your customers eye.

Another reason you should retail these trees is the price. You have a better margin of profit on flowering peaches than other flowering trees because they cost you less and you still get the very best quality ornamental tree that can be produced.

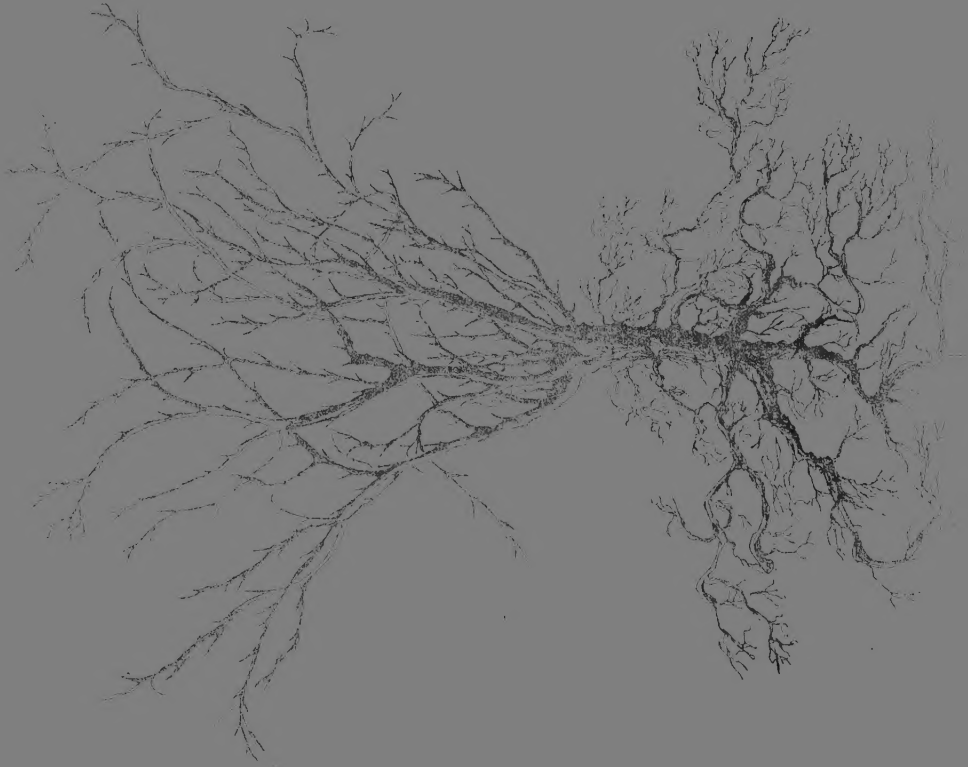
This year we are offering you a choice of three colors. Each the very best in its particular color. They have been selected for their richness of color, size of bloom, double characteristics, clean foliage and vigorous growth.

Double Red

Double White

Double Pink

Make Your Reservations Now — We will Ship Whenever You Wish.



15 to 18 inches..... 25c

24 to 30 inches..... 50c

All Barberry flowering in species with 100%...

ALL GRADING BY AMERICAN ASSOCIATION OF...

DOUBLE FLOWERING PEACHES

These are produced by a new method of raising the same price—at least until one or the other gets the service or too plentiful.

1904 7 21 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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**NO  
MAGIC  
NEEDED**

**Just Order This  
"SURE FIRE" Sales Hit**

And Watch the  
**SALES ZOOM!**

**TREE WISTARIA**



**2 to 3 Feet High — Bareroot \$2.25 Each**  
**3 to 4 Feet High — Bareroot \$3.00 Each**

Staked for three years in the Nursery  
Row - well developed head on a strong  
sturdy stem supported by a 5 year old  
root system

**We'll Be Charmed**



**To Serve You!**



Quit Your  
**WORRYING**

Sure, Nursery Stock  
Is Scarce -

**BUT** Worrying won't help ----- it takes action! The smart operators are getting action **NOW**. They are planning ahead. Figuring their needs for the coming year ----- and placing their orders **NOW** where they know they'll get quality stock. They'll be ready when the selling season starts.

Fruit tree production is way down! There haven't been enough ornamentals for several years! Increased building and home modernization creates an ever-growing demand for landscape material. The coming year will be no exception. Nurserymen everywhere will enjoy a year of very high consumer demand. You'll see shortages develop in both fruit and ornamentals before the selling season is half gone. **BUT ----- QUIT YOUR WORRYING!** Look at the enclosed price sheet. You'll see a good selection of varieties and sizes. The plants in the field are good -- really good. **HERE'S HOW YOU CAN GET AHEAD OF THE GAME.**

Take that pencil and pad and make an estimate of your needs for the coming season. (The more detailed you make your list the better off you will be.) Don't forget anything. Then make out an order for the plants you need and send it to us today. **REMEMBER**, the prices on our list are all you pay. **NO ADDED OR HIDDEN CHARGES FOR PACKING.** When your order comes in it is immediately written up -- you get an acknowledgment -- and the stock is reserved for you. It will be dug and shipped whenever you say. **THE IMPORTANT THING IS ORDER TODAY.**



That way you're sure of getting the plants your customers will want. **AND --** you'll be sure of getting the very best quality stock; expertly packed and shipped according to your instructions. Then you won't be in the predicament of the poor old mule pictured below. He knows exactly what he wants, **BUT HE JUST CAN'T GET IT!**



*Serving You*

*- Since '72*

*From The Center*

*Of The South*

Reduce your overhead by ordering everything you are going to need. That way the carrying charges per plant will be smaller. Then, too, if you'll allow enough time for a freight shipment, you can save further on transportation charges.



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Established in 1872 **AND** **LANDSCAPE** **INC.**

TELEPHONE 2302

**WINCHESTER, TENNESSEE**

